

5¢

ALL CANADIAN TRAVELER



APRIL 1935

A GOOD SALESMAN SHOULD
HEALTH AND ACCIDENTS
HATS, SHOES, PYJAMAS
MENTAL HAZARDS
HUB CITY
COW COURTESY
WE WELCOME
GOING UP
Etc., Etc.



HOTEL PORTAGE



Portage La Prairie
MANITOBA



DAVID O'MEARA
MANAGER

All Canadian Traveler

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DINGWALL MOTORS LIMITED DRYDEN, ONT.

Ford Sales and Service

WE CATER ESPECIALLY TO
COMMERCIAL TRAVELERS

ONTARIO

We are hoping to have some interesting news next month from Windsor, Ont. J. A. Sinnott, previously of Calgary, has been telling the boys all about ACTism, so it's a foregone conclusion.

THE FOUR DEVILS

The Early Morning Devil is always out bright and early. He gets you before you are hardly awake and says: "There's no use trying to start before nine-thirty—got to give your customers time to open their mail or do their housework." And so he gobbles up a choice hour or so.

The Noon Devil jumps in promptly at eleven-thirty. "Too late to see customers now," he says. "They want to have lunch and they'll rush you through to get rid of you." Then, when you have satisfied the Inner Man and you are ready to start again, he edges up close and whispers: "You can't see the next customers before 2 o'clock."

Hardly have you finished with him, when along comes the Afternoon Devil. You hear at four-thirty: "It's getting late in the day." He mourns: "Your customers will be tired and getting ready for supper—it's too late now."

So, before you know it, the three hungry Devils have gobbled up your valuable time, and you work from nine-thirty to eleven, and from two to four-thirty—some banking hours!

But the hungriest Devil comes an Saturday. He isn't satisfied with just an hour or two, he wants a whole working day. "Can't do anything on Saturdays," he urges, "it's a short day and they're all too busy." Thereupon he swallows your Saturday whole!

Take care—the four little Devils'll get you if you don't watch out.—S.S.M.

THE TWO HORSEMAN

Stan Holmes and Dunc Carey must be trying to leave the selling racket and this good old world for good.

Leaving Oak River one recent dark and stormy night with the "Mail Man" and horses for Norman, they became stranded in a mud hole, and the only thing to do was to unhitch the quadrupeds from the vehicle and ride bareback to their destination, arriving late, to find that the train had departed.

Fortunately, a box car was near by, which offered them protection for the balance of the night, but not much comfort.

A friend indeed appeared on the scene the following morning in the form of a section man, who kindly supplied them with hot drinks and then flagged the flier, enabling them to return home, sadder but wiser.

The boys say they may play the ponies again, but they are off the horses for life.

The Dryden Hotel

Pleasant and Courteous . . . with
All Modern Conveniences

BEST PLACE TO STOP WHEN
IN TOWN

Bus Meets all trains

DINING ROOMS . . . SAMPLE ROOMS
IN CONNECTION

We cater to Banquets and Bridge Parties
Let us serve you

Cigarettes — Tobacco — Cigars

Phone 37 C. O. SELF, Prop.

TRAVELERS' HEADQUARTERS

Hotel Kenricia

DEE READE, Lessee

EXCELLENT DINING ROOM

KENORA, ONT.

Recommended by A.C.T.

KENORA LUNCHEON

Plans are now completed for the big joint gathering between Lakehead and Winnipeg A.C.T. Clubs to be held at Kenora, Ont., June 15th.

Luncheon starts at 5.30, in the Memorial Building, Keewatin, and will have a seating capacity of 250 people. Alf Pitt, of Dryden, will be the principal speaker.

After the luncheon, a monster Dance will be put on in the Harpsichord Auditorium, Kenora, with room for 200 couples. Sunday morning a boat trip on the Lake of the Woods is contemplated and everybody is assured a real good time.

We are extending an invitation to all Commercial Travelers in Western Canada, if they are conveniently near to Kenora for this particular week-end. Join the boys and have a real week-end. We are now receiving reservations for hotel rooms or space in tourist camps. Write Luncheon Headquarters, Kenricia Hotel, Kenora, Ont. A committee to look after parking space, hotel rooms, etc., was formed by the local A.C.T.'s in Kenora.

We would like to see the Winnipeg motor-cade arrive early, so a motor-cade could be formed to go a few miles east of Kenora to meet the Lakehead boys and escort them into town.

As this will be the first organized body to travel over the new Trans Canada highway from Port Arthur and Fort William to Kenora, we certainly would like to see the boys turn out in good numbers. Of course, any Commercial Traveler, even if not a member of the A.C.T., will be very welcome.

As Kenora is noted as one of the beauty spots in Canada, it will be a good chance for all to give their wives and families a nice week-end outing and at the same time get acquainted.

The committee in charge will be: Nels Juul, Registration; Tourist Camps, J. B. Dingman; Hotels, H. C. McWilliam; Parking, Russell Paulin; Dance, D. F. Duncan; Excursion, Harry Gamble, Art Webb, Walter Brindell.

Rooms will be allotted according to time reservation received. First come, first served. Send in your reservation early. For further particulars and registration, write—Nels Juul, c/o Kenricia Hotel, Kenora, Ont.

HIT A "SACRED COW"

"Yes," the woman on the bus said to her companion, "my uncle died suddenly last July."

"I am so sorry," said he friend. "Did he die a natural death?"

"Oh, yes, indeed," replied the first woman, "he was killed in an automobile accident."

And, come to think it over, there's nothing more natural these days.

A toast, my lads, to the good old days,
When catalogues came by mail,
And were filed away in the little house,
At the end of the backyard trail!

GOOD FELLOWS GET TOGETHER

A little get-together meeting was held at Sioux Lookout the other day.

"Boomer" H. Lawrence took the chair, as there was nothing else to take. He was appointed official A.C.T. host for the district and what a host he proved to be! It was a tough meeting for "Boomer," Bill Edwards sold him the Magazine for a year; D. Duncan collected his dues; H. Barber sold him an A.C.T. button. F. Dodds sold him something, we are not quite sure, but think it was some stock in a long defunct mine.

Lew White: "Every time the baby looks into my face he smiles."

"Well," said his wife, "it may not be polite, but it shows he has a sense of humor."

TRAVELERS' RALLY AT KENORA

June 15th Week End
All Travelers and Families Welcome
FOR RESERVATIONS
See NELS JUUL, KENRICIA HOTEL

RABBIT LAKE TOURIST PARK

LAKE FRONT CABINS
BEAUTIFUL SAFE BEACH

Tenting Space — Rowboats & Fishing

WE WELCOME TRAVELERS

A. J. HOUGHTON, Proprietor

KENORA, — ONT.

Olympia Cafe

J. E. THOMPSON, Prop.

Kenora's Leading Cafe

Catering especially to Commercial Travellers. Good Meals at reasonable prices.

Cigars, Tobacco and Cigarettes

Try Our Coffee—It's Good!

GROSVENOR TAXI

42-811

• • •

MOST RELIABLE SERVICE
IN TOWN

"I need a holiday," said the young lady at the St. Charles newsstand. "I am not looking my best."

"Nonsense, nonsense," said the manager, "you are looking fine!"

"It isn't nonsense; Dave Steel, Reg. Smith and Dave Scaar all counted their change today."

Main Auto Painting Co.

M. TRAVIS



Fender and Body
Work

PHONE 34 400

701 Broadway Winnipeg

Two salesmen were uncertainly flivvering their way home.

"Bill," says Henry, "I wancha to be very careful. Firs' thing ya know you'll have us in a ditch."

"Me?" said Bill, astonished, "Why, I thought you was driving."

HARDY'S GARAGE

CARMAN, MANITOBA

Chevrolet and Oldsmobile Sales

COMPLETE GARAGE SERVICE
Firestone Tires — Red Indian Oils

"WHERE YOUR BUSINESS IS APPRECIATED"

A GOOD SALESMAN SHOULD

1. Keep physically fit for work by getting plenty of sleep, and eliminating as many bad habits as possible. This lets him start the day with a keen mind and a pleasant outlook.

2. Look neat, clean, and be self-confident.

3. Always, if possible, get an early start in the morning.

4. Make as many friends as he can, as friendship is one of the greatest assets to salesmanship.

5. Be able to get close to his customers, win their confidence before making the sale, and they will have confidence in his goods and service.

6. Be ready at all times to call on any class of customers, from the poorest to the wealthiest and most prominent citizen.

7. Always lead his customers; know more about his product than they do. If he starts to tell why he shouldn't buy, change the subject and get him on the "Yes" line again by interesting him in some good feature of his goods or company's service.

8. Whenever possible, help his customer figure out his requirements; show him as he goes how he can save money or get better results. Prove to him he has his interest at heart.

9. Use every means possible to help his customer profit by buying from him without injury to his company.

10. Always remember that he has not made a sale until all goods are delivered and paid for; therefore, get as much information as possible. If his customer is not entitled to the line of credit required, find out what arrangements have been made to take care of the account. He cannot get too much definite information on credit.

11. Sell quality and service, and sell for profit, as a sale without profit is simply a donation.

12. Be able to close a sale of any size without assistance from the senior member of his firm.

13. Know where and how to get prospects.

14. Let his customer know he is interested in him, but also let him know that his primary object of calling on him is to sell goods and render him a service, and that he didn't come all the way to pat him on the back and say "Good Morning!"

ANSWER PLEASE

Somebody did a golden deed;
Somebody proved a friend in need;
Somebody sang a beautiful song;
Somebody smiled the whole day long;
Somebody thought "Tis sweet to live";
Somebody said "I'm glad to give";
Somebody fought a valiant fight;
Somebody lived to shield the right;
Was that somebody you?

WINNIPEG WONDERS

If Bob Neill intends to keep up his record for smashing Derby hats (not his own)?

* * *

If there was any collusion when Guest Speaker Ace Emmett drew Tom Park's number out of the box, whereby Tom Park won the attendance prize?

* * *

Would Charlie Grant consider seriously the opening up of a new bus line between Winnipeg and Gladstone, Neepawa, etc.?

* * *

Would it be possible to obtain from the Hon. Mr. W. C. McKinnell a return showing the number of (1) cattle, (2) horses, (3) human beings, (4) voters, in the Municipality of Rockwood?

* * *

If so, would the honorable gentleman be kind enough to rate each one of the four in what he considers to be the correct order of importance?

* * *

How would Tom Park have demonstrated his attendance prize had there not been a little enclosure therewith?

* * *

What Dave Steele really thought of the gang at the last luncheon?

* * *

Just what action the hon. member from Kilnarney would have taken regarding horses and cattle pasturing on the provincial highway if he had not had four horses killed by a motorist (while on the highway)?

* * *

How "Bob" Lunney, the new treasurer, will like his job about ninety days hence?

* * *

If it's true that the two Bronze Buffaloes are to be removed from the Parliament Buildings to make way for a pair of Sacred "Highway Cows"?

* * *

How Chris. Wilson, past president of the N.W.C.T., likes his new piano; and if he really believes that from 1935 on, the yearly presentation will be an automobile of ever-increasing value?

* * *

If Frank Foulis will be trying out his new Ford on the trees around his summer camp this year, in the same way he did with his last year's car.

* * *

Why the other clubs do not send in more local news, local gags, etc., so that each club may find more "local color" in each month's publication.

FROSH OR FRESH!

Frosh: "How about a date sometime?"

Senior Co-ed: "I can't go out with a baby."

Frosh: "Par ion me—I didn't know."

Queen's Hotel

BOISSEVAIN, MAN.

Catering to
Commercial Travellers

S. H. PARADIS, Proprietor

Motorist (coming to in ditch, after wreck): "Did you get his number?"

Bystander: "It wasn't a he, it was a she; you hit one of those Manitoba Legislative pets, a cow, and I did not get her number—she got yours!"

Arlington Hotel

The Travelers' Home by choice, through
Courtesy and Service

DINING ROOM - SHOWER BATHS
SAMPLE ROOMS

J. A. BEAUDRY, Mgr.

MORDEN, MAN.

NO SALE

Teacher: "Tommy, come up here and give me what you have in your mouth."

Tommy: "I wish I could—it's the tooth-ache."

One of Manitoba's Most Up-to-date Hotels

Leland Hotel

KILLARNEY, MAN.

Fully modern. Hot and cold running water.
Baths.

J. E. HARRISON, Prop.

AMERICAN AND EUROPEAN PLAN

**BRANDON'S
FINEST HOTEL
THE
PRINCE EDWARD**

ROOMS — \$1.50 AND UP
Moderately Priced Meals

WE SPECIALIZE IN CATERING TO THE
COMMERCIAL TRAVELER

CLAUDE FINLAY, Manager

PROBABLY WORKS AT A GARAGE

"Is your husband a good provider, Dinah?"
"Yessum, he's a good providah all right, but
I se allus skeered dat niggar's gwine ter git
caught at it."

The Arrow Cafe

AL. ASPLIN, Prop.

**GOOD HEALTHY MEALS
STRICTLY CLEAN**

We will appreciate your patronage

Portage La Prairie, Man.

VIOLET

With Violet cuddling in his arms
He drove a Ford—poor silly.
Where he once held his Violet
Now he holds a lily.

Queens Hotel
The Queen of Country Hotels

COMMERCIAL BUSINESS
APPRECIATED

**MOOSOMIN
SASK.**

**Revised System of Scoring
Contract Bridge**

This new scoring system for Contract Bridge adopted by International Bridge Masters, became effective April 1st.

RUBBER BRIDGE

Trick Values	Undbd.	Dbd.	Redbd.
Clubs or Diamonds, each trick	20	40	80
Hearts or Spades, each trick	30	60	120
No Trump (first trick)	40	80	160
(each succeeding trick)	30	60	120

Success at doubled or redoubled contracts doubles or quadruples the score below the line. There is no other premium for exactly fulfilling doubled or redoubled contracts.

Undertricks—Not Vulnerable

No Tricks	(Total Penalty)		
Set	Undoubled	Doubled	Redoubled
1.....	50	100	200
2.....	100	300	600
3.....	150	500	1,000
4.....	200	700	1,400
5.....	250	900	1,800

Vulnerable

1.....	100	200	400
2.....	200	500	1,000
3.....	300	800	1,600
4.....	400	1,100	2,200
5.....	500	1,400	2,800

Overticks

Undoubled, not vulnerable or vulnerable—same as suit value, that is, one who contracted for three hearts and made four would score 90 below the line and 30 above.

Each Overtick

Doubled and not vulnerable	100
Redoubled and not vulnerable	200
Doubled and vulnerable	200
Redoubled and vulnerable	400

Slams

Little—not vulnerable, 500; vulnerable, 750
Grand—not vulnerable, 1,000; vulnrble, 1,500

Honors

Suit—Four in one hand 100; five in one hand 150; No Trump—Four aces in one hand, 150.

Rubber Premium

Two Game Rubber	700
Three Game Rubber	500

Revoke Penalty

Two tricks for first revoke. One trick for each subsequent revoke by the same side. Only tricks taken after the revoke (including the revoke trick) can be used to pay the penalty.

DUPLICATE BRIDGE and PARTY BRIDGE

(All scoring, except for the following game premiums and less-than-game premiums, is the same as rubber bridge.)

Less-than-game contract	50
Game contract (declarer's side not vulnerable)	300
Game contract (declarer's side vulnerable)	500

A game is made when one side bids and makes a trick score of 100 points or more in one deal.

Have you heard about the nudist masquerade ball and the woman with varicose veins who went as a road map?

LAKEHEAD LORE

By LAKEHEAD A. C. T. CLUB

LAKEHEAD CLUB OFFICIALS

President—JACK COTTON.
 1st Vice-Pres.—GEORGE CORY.
 Secretary—LLOYD DUNBAR.
 Treasurer—OLIVER McKENZIE.
 Directors—NORMAN BAILEY
 " JACK NEWMAN.
 " G. O JACOB.
 " GEORGE PITTS-MITH.
 " ALEX. MORGAN.
 " BILL SHEPHERD.
 " ARTHUR WEBB.
 Attendance Officer—BILL WELLS.

WHY! MEN!

This is the land of opportunity, that's why so many married men get in trouble.

Barbara—"Did he propose?"

Mae: "Yes, but not what you think."

Storekeeper: "What is your trade?"

Applicant: "I'm a 2nd carpenter."

Storekeeper: "2nd carpenter? Never heard of it. There is no such thing."

Applicant: "Oh, yes, there is. I worked all summer around Canora as a 2nd carpenter. You see the 1st carpenter builds the big house in front and the 2nd carpenter builds the little one behind it."

POST WAR MODEL

"How old are you, Mary?"

"Fifteen."

"A girl of fifteen should tell her mother ev'rything!"

"Yes, I know; but mother is so innocent!"

AT BEAUSEJOUR HOTEL

Hostess: "A professor occupied this room, sir, for many months. He invented a new explosive."

Herb. Monk: "Well, well! I suppose those spots on the ceiling are the explosive."

Hostess: "No, they're the professor!"

IT PAYS TO ADVERTISE

The codfish lays a million eggs,

And the helpful hen lays one;

But the codfish doesn't cackle,

To tell us what she's done;

And so we scorn the codfish coy,

And the helpful hen we prize,

Which indicates to you and me,

It pays to advertise.

(Dedicated to some non-advertisers we know)

AT THE DANCE

Young Salesman: "And what would I have to give you for just one little kiss?"

Blondie: "Chloroform!"

The Lakehead Club recommends

Kam Motors Ltd.

FORT WILLIAM

Dealers for PONTIAC, OLDSMOBILE, BUICK, LA SALLE,
 CADILLAC and G. M. TRUCKS

Open Day and Night

Phone South 66

Special Attention Given to A.C.T. Members . . . Complete Service and Repairs
 For All Makes of Cars.

THE LAKEHEAD CLUB
RECOMMENDS

. . . THE . . .

Mariaggi Hotel

28 Water St., Port Arthur

WE WELCOME ALL
A.C.T. MEMBERS

Statistics show that there are more indoor hazards than outdoor. On the other hand, we'd rather take a chance with bathtub soap than with a couple of Manitoba's "Sacred" cows on the highway.

A census taker asked the woman at the door: "How many in your family?"

"Five," snapped the answer, "me, the old man, kid, cow and cat."

"And the politics of your family?"

"Mixed; I'm a Liberal, the old man's C.C.F., the kid's wet, the cow's dry and the cat's a populist."

Little Miss Muffet decided to rough it, In a cabin quite old and medieval. A rounder espied her and plied her with cider, and now she's the forest's prime evil.

WE RECOMMEND
THE

Port Arthur CAFE

For EATS!

OPEN DAY AND NIGHT

24 SOUTH
CUMBERLAND STREET

MENTAL HAZARDS

Owing to the fact that so many specialty salesmen are ardent golfers, there is little need to go into detailed explanations of mental hazards. They have at least once experienced that futile feeling when a sand trap or water hazard "gets them" and spoils their game. In fact, they know them too well!

The golfer creates his mental hazards by worrying, by feeling doubtful of his ability to come through all right. Even before he starts his swing, he pictures the result. And sure enough—he does it! The salesman creates his hazards by the same kind of wrong thinking, and thus fails to make many sales that might otherwise be recorded in his order book.

Howard Sage, as a fire extinguisher salesman, cured himself of mental hazards that cost him sales. He would pass up poorly looking houses always, and sometimes even a moderately attractive house if it lacked a garage on the end of the lot. It was his belief that he was "separating the sheep from the goats" and thus conserving his valuable selling time.

"I used to say that if the owner of a house didn't keep it painted and repaired, you could be sure that he didn't have the money to put into it," said Mr. Sage. "He was not a good prospect for me. Neither was the fellow who put all his money into an attractive house and had to park his car at the curbstone because he lacked the cash to build a garage on his lot.

"It used to be my boast that I had given deep thought to this system of sizing up prospects. But had I? My so-called reasoning was based on the presumption that neither of these two classes of home-owners would ever be in the market for a fire extinguisher. In short, I operated on the circumstantial evidence of outward appearance, without going to the trouble to learn if the prospect's financial condition were better than it appeared. Or whether the prospect felt the need for my goods.

HE CURES HIMSELF

"My perverted reasoning was treated and cured in the space of an hour one spring day. To get out of a sudden downpour, I rang the bell of a rickety little cottage that I had contemptuously passed and repassed in canvassing. The roof was askew; bricks were missing from the chimney; the lawn grew wild; there were a dozen things in and about the premises crying for attention. According to my way of thinking, there wasn't a chance in a thousand of making a sale here. But I did want to stay dry.

"A middle-aged man answered my ring and pleasantly invited me in out of the rain. I gratefully stepped in and quickly observed the dissimilarity of the furnishings with the outward appearance of the place. I had already determined to do a good job of selling, just to kill time. 'Hm,' I said to myself. They stuck all their cash into these furnishings and haven't a dime to put into repairs. Lot of good it will do when the place crashes in on their necks.'

"But I went ahead with my sales talk. The prospect was interested almost from the start. He had experienced several minor fires in the house, and frankly admitted the need for a fire extinguisher. He practically sold himself, and long before the rain had ceased!"

"In the course of further conversation, the customer told me the reason for neglect of the place. Some years before, it had been condemned by the city with the intention of extending a previously shortened street. Other interested property owners in the path of the improvement contested the action in court and the condemnation dragged along. Finally, the litigation came to an end, and a week before I called, the customer had been reimbursed for his property. Obviously, it would have been downright foolish for him to spend money to improve the place under the circumstances.

A LUCKY SHOWER

"It took that lucky rain to open my eyes. The many lost opportunities that I had side-stepped just because they did not fit my 'prospect analysis chart!' From then on I gave everyone the benefit of the doubt. I considered them all prospects until canvassed and definitely classed as customers or prospects or impossibles. I know now that no one can tell the wealth or desires of another by mere observation. My mental hazard went overboard!"

"Some time ago, I heard the story of a food dealer salesman who went from house to house without a planned sales story and yet sold two deals in every one hundred calls. He simply asked, 'Do you need some extracts?'

"That fellow labored under a mental hazard. He believed if he made enough calls, sales would take care of themselves. He was right enough, too, for there are always some people in the market for a certain article. But he was selling only two per cent of his prospects! What of the ninety-eight per cent who did not buy? Wouldn't it have been much more profitable and convenient for this salesman, if he took a few days off and built up a real good sales story and then went out and actually sold his wares?

"Since adjusting my own mental processes, I have noticed that many salesmen nurse one or more mental hazards that keep them from succeeding as they deserve. They can get rid of them just as easily as I got rid of mine. But first they must become aware that they have one of these parasites. If you have any set ideas about your work, you have mental hazards. If you believe you can sell only to prospects you find alone and not when in the company of another, you are missing some splendid sales at a low overhead! Does the public's lack of confidence in the times disturb your sales? There's a mental hazard to root out! Do you believe it is impossible to sell to the grouchy woman who answers your ring? Check that one, too. And get rid of them. They are flimsy alibis that hold you in the rut of mediocrity!"—W.P.C.

Moberly Hotel SIOUX LOOKOUT

A HOME AWAY FROM HOME

Lakehead Club Recommends to all members

E. J. MOBERLY, Proprietor

TWO IN ONE

Jock had just come up to his girl at the end of the street, where she had been waiting for him. She was looking into a confectioner's window when Jock made his presence known by remarking: "Well, Jean, what are ye goin' to have the nicht, some sweets or fruit?"

Surprised at her sweetheart's unexpected generosity, the girl replied: "I'll have both if I may, Jock."

So Jock went into the shop and came out a minute later with a toffee-apple in his hand!

THE LAKEHEAD CLUB RECOMMENDS THE

ROYAL EDWARD HOTEL

(FIREPROOF)

Where travellers will find comfortable rooms, delicious meals and excellent service.

THE LEADING HOTEL OF LAKE-
HEAD DISTRICT . . . CENTRALLY
LOCATED

GORDON WILSON,
Manager

EDMONTON OFFICIALS

President—C. H. T. DUNKLEY, C. W. Boon & Co. Ltd.
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 " W. J. WILLIAMSON, Rock City Tobacco
 " R. S. MORRISON, Edmonton Motors
 " T. R. HESSLER, McLaren's Western Ltd.
 " JAS. H. BOYLE, Lever Bros. Ltd.

SALESMANSHIP PLUS

To smile when you have been turned down by a customer, and then to leave the customer with a pleasant word, is salesmanship.

To sell something that the other fellow does not want nor should have, is business bunk.

To know the value of your own line and then to sell what you represent on the merit of the goods, is getting the order.

But to approach a prospect that is cross and crabbed, and then to preserve your own temper and, at last, sell and satisfy the crank—that's salesmanship plus!

WE WELCOME

into the Winnipeg Club the following new members. Our hope is that they may find the association a pleasant one and that they will enter into the various activities of the club one hundred per cent.

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SUBSCRIPTIONS

Some clubs are sending in their "four bits" quite well. In fact some members have sent in a one dollar bill, covering a two year period. However, some clubs apparently have no committee working on it. As the All Canadian Traveler is the only publication the A.C.T. has, why not get behind it? This is our Fifth Month and in all fairness to those who have paid, we are suspending our free list for all time. Send stamps, postal note or money order.

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PORT ARTHUR, ONT.

COWS—MERE COWS

Contributed by R. E. LEDGER

In India we understand the cow is regarded as a sacred animal and when we read in a daily paper under date of March 30th an article headed "Law Permits Cows To Roam On Highways," we wonder which of us are the furthest advanced. That any normal, average intelligent person would intentionally take the trouble to wreck his car and possibly maim himself for life by hitting any type of cow, as suggested by some of our M.P.'s, certainly is the most idiotic, ill-conceived idea.

It certainly is a queer law which gives protection to cattle in preference to human life and limb, also considering the fact that said cow is not required to carry a tail light, yet alone pay a seven cent gasoline tax, plus the license fee to the government, and yet is given the right of way.

If badly injured, a cow can be put out of misery by being shot; but a car driver can suffer untold agony from the result of, say, hitting a cow on a dark highway, and be allowed to linger on for years.

We would suggest that the Manitoba Government pass a special law to build a special stall alongside each cattle-loving member in the House so that these members may take their pet bovine along to the meeting with them.

It is certain that if a politician and a cow appeared suddenly on the road in front of the motorist and he had no alternative but to hit one or the other—well—which one do you think would be safe?

It certainly seems tough that the individual group paying the largest amount in taxes in the province, and who is exposed to many possible accidents, have to take a back seat for "Madam Bossie"—the public menace to all motorists on all highways.

Perhaps the government is more interested in the money derived from taxation on cars and gas than in the safety of thousands of motorists from whom these taxes are derived.

Editor's Note—It would seem that the only fair thing to do would be to license all horses and cattle according to their wheel base; insist they carry horns, two head lights and one tail light; that they be charged for pasture rights on the highway, the proceeds of same to go toward the cost of highway upkeep. Undoubtedly the cows are with us to stay—at least till after next election.

DEAF, BUT NOT SO DUMB

Two elderly gentlemen, hard of hearing, were riding on a bus in London. One glanced out of the window and said: "Oh, this must be Wembley."

"No," said the other, "it's Thursday."

"I am, too," replied the first, "so let's go and have a drink."

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Salesman: "You say they are going to take down the golden figure from the dome of the Parliament Buildings? What's the big idea?"

Ace Emmett: "Oh, it's out of date. The members desire something more up-to-date and in keeping with the times. They are having a bronze casting made of a Highway Cow Rampant."

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Hotel Clerk: "We have double rooms, but none with bath."

He (to her): "Will that be all right?"

She: "Yes, mister."

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WHY HEALTH AFFECTS ACCIDENT INSURANCE

"What do they want to know my weight for?"
"Why do they ask if I have been sick? Even if I had been sick, I'm no more liable to an accident."

Questions like these are asked almost every day when someone is filling out an application form, and at first sight it does seem rather ridiculous. Naturally, a sick man is no more liable to an accident than any one else; that is not the point. But there is a reason, a quite sensible reason for asking these questions, and, if the answers are unfavorable, for refusing to issue certificates to men who are not physically up to the mark.

The rates for Accident Insurance are based on the known average of accidents, and also on the known average time of recovery from such accidents when the insured is in normal health.

Quite obviously a man who is in a run-down condition is likely to be much longer in recovering from an injury than it would take were he in good condition. There lies the answer. In most accidents the main part of the claim will be for "Total Disability," that is the time when the injured party can do no work. Therefore health condition which will extend this period, will automatically raise the amount of the claim.

Men who are decidedly overweight in proportion to their height, men suffering from rheumatism, or other troubles caused by impurities in the blood, are not good risks, and inquiries have to be made when applications show these conditions exist. More than once, recently, we have had to refuse such men.

This brings up another question, and that is, "Supposing I am in good health when I join, but become sick or develop any of these troubles afterwards. What attitude will the insurance company take then?"

The answer is that that is their risk, and as long as you maintain your certificate without lapse, your protection will be continued. But, if you let it lapse over the thirty day mark, you will be required to fill up a new form as if you were joining afresh. Some day, some delinquent is going to find that he is unable to renew, when he sends in his dues six or seven weeks after the due date.

There is no need to point out that you should keep your A.C.T. protection in force all the time, because you can have an accident just as easily a month or six weeks after your insurance has lapsed, as before. More than one man has found that out to his sorrow already. What we want you to realize is that accident protection such as we are giving you is not to be bought by everyone, at any time they may see fit.

You may be acceptable now, and not in a month's time. You've got something that is of value now. Something that many men cannot get. Don't lose it through carelessness. Pay your dues promptly.

WHAT IS HARD LUCK?

We talk a lot about luck. Particularly hard luck. Isn't it funny that you seldom see a man who admits that he's lucky, but so often hear him talking about the other fellow's luck? When we do something worth while we strut about serenely aware of our own extraordinary ability. But when we fail to do things it's because we've been hampered or beaten to the dust by our hard luck. It's always the other person who is lucky.

A man came to me the other day complaining bitterly about his hard luck. He harrowed my very soul, for it is terrible to see a man whipped, without shame, voicing surrender to failure. And, while condemning his lack of heart, I couldn't help of course feeling very deeply sorry for his condition. I knew he was broke, and that he had a family probably suffering for the necessities of life. I knew what he wanted when he entered the office. He had a \$5 look in his eye.

This man was living in the past mentally—thinking and talking about big things he once had done. Spiritually he was living solely in the present—feeding his soul with hatred of people luckier than he, and of conditions that he construed to be arrayed against him preventing him from getting on his feet again. He didn't have enough courage left to look into the future, either for weal or woe.

Down in Mishawka, Indiana, years ago there was a wood worker who wasn't very prosperous. One night a fire destroyed his shop and all his tools. He was penniless. He didn't know which way to turn. He had only the clothes, not too good clothes, on his back. Strangely enough he didn't go among the villagers complaining of his hard luck. Yet if that wasn't hard luck, I don't know the meaning of the term. This man borrowed an axe and a knife and set about hewing trees to build a new shop with. He had no money with which to buy pulleys, so with his knife he fashioned some wooden ones.

And lo! for the first time it was discovered that split wood, with changeable bushings, made far better pulleys than iron pulleys.

Thus Wallace Dodge started on his way to a tremendous fortune. And I'll bet that in all the years afterward there were men who stood about and talked about Wallace Dodge's marvelous luck!

He didn't know, of course, as most of us don't when our hard luck hits us, that just around the corner good luck lay in wait. But he had courage enough to keep going even if he didn't see into the future. He didn't even pause to bemoan his fate. And all the while good luck was coming to meet him. Had he fled from his hard luck or taken it without fighting back, then good luck would certainly have passed him by.—H.J.B.

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WINNIPEG LUNCHEONS

A special Luncheon meeting was called on short notice for Saturday, March 30th. The occasion was the return of our Dominion Secretary, J. T. Berrington, from the East. "Jack" gave a very interesting address. We learned a lot about A.C.T. plans for the future and a very pleasant afternoon was spent by all.

The regular Luncheon was held one week later, on April 6th.

Ace Emmett, the guest speaker of the day, spoke at length on Highway Traffic Control. To say that Ace knows his subject would be putting it very mildly. We were told not only what changes had been made in the law, but also we were told of some changes that were not made, despite the fact that about every interested and influential organization in the city had sent delegations to the Law Amendments Committee, asking for these changes.

Ace has a happy way of mixing dry wit and humor in with his statistics that keeps the boys more than interested.

We regret exceedingly that space will not permit us to print this address at length.

The usual attendance draw was held and what do you think Ace did? Well, he fished around in the box and pulled out No. 31, which happened to be President Tom Park's ticket. And was Tom's face red!

Well, anyway, Tom opened it up and there was a beautiful mug, sort of *stream* lined affair. Also there was something in the way of an accessory to go with it. Ask Tom.

Dave Steele took hold of the musical part to the entire satisfaction of all.

Reports were made by the various Chairmen of Committees. Jim Bailey (attendance) made quite a hit when he said he would "fill the blooming hall for the May 4th Luncheon."

Bob Neill almost stole the show when he sang a solo. He thought he was doing chorus work, but the boys put up a job on him.

Nels Juul reports all clear sailing regarding the Motor-cade meeting with Lakehead club at Kenora, for week end of June 15th. Even Cabins and Hotel arrangements have been made.

The meeting closed with the National Anthem.

FIREMAN EDWARDS

Bill Edwards once again proved his versatility by keeping the furnace fires going at the last dance. Before the evening was over, he had quite a staff assisting him in the basement.

LAST DANCE

The Winnipeg Club are planning to hold a "last dance" on Saturday, May 18th, at Picardy's Dance Salon. Ask "Dunc" for your tickets.

HUB CITY CHATTER

BY SASKATOON A.C.T. CLUB

Luncheon Meeting first Saturday of the Month.

All A.C.T. Members Welcome

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UP DAUPHIN WAY

First Hunter: "Hey, Bullock?"
Second Hunter: "Yeah!"
First Hunter: "Are you all right?"
Second Hunter: "Yeah!"
First Hunter: "Then I've shot a bear!"

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Commercial Rates from \$1.50 per day

LARGE SAMPLE ROOMS

STAN. EDWARDS, Manager

We wonder, that, if after May the first, will we see as many of our members gracing the stools of Picardy's, sipping coffee, during Saturday morning, as has been the custom in the past. George! Draw four.

Vic Robertson

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SASKATOON

"HISTORY OF SASKATOON CLUB"

By "Westy" Westwood

Just how did the Saskatoon Club of the "Associated Canadian Travellers" start? This question has often been asked by members.

Well, it was this way. Late in the fall of 1932, several of the "Old Guard" were checking into a hotel in Kerrobert, Sask.—"Shandy" Saunders, after carefully scrawling his name on the register, looked up and pointed out to the troops a hotel certificate hanging over the desk, issued back in 1925 by Calgary "Associated Canadian Travellers." "That's what we should belong to." Did that start something? And "How," and after a lengthy discussion that night, the idea was carried home to Saskatoon and broadcast in every direction. "Shandy" Saunders, in the course of his missionary work, called on "Westy" Westwood, whom he discovered had been a member back in 1925, and as recent as May, 1932, had several letters from the "old faithful," Jack Berrington, who untiringly wrote and tried to stimulate interest in "ACT"ism in Saskatoon. "Westy" Westwood had considerable dope in writing from Jack Berrington and a meeting was held in the Flanagan Holte, Saskatoon, on a Saturday afternoon, with some thirty odd travellers attending. This was early in December, 1932. By that same night, 25 travellers had signed up as members and a charter was ordered from Calgary. Eddie Williams was elected president and Max Welch, secretary. Early in January, the first luncheon was held with some 50 odd travellers attending and how these Saskatoon boys flocked to sign up after that, was just the same old Saskatoon enthusiasm. Today, the Saskatoon Club has 140 members and a secret just what happen before July, 1935. But watch the pole horse.

The first year of the club, 1933, under the presidency of Eddie Williams, was a howling success. Then came the year 1934, under the presidency of Mark Anderson, which proved "Bigger and Better." Today we have, as our president, "Cy" Chorley, and unlike the "contented cows," whose product he sells, he will not be "content" and promises continued progress. And how!

The general monthly luncheon is held on the first Saturday of every month, with a short interval during the summer months. Social functions consist of dances, bowling and smokers, and profitable to the club as well as a good time. Our entertainment committees are all members of the "gimme" club and sixty bucks profit is the regular report.

Chairman "Happy" Holmes is out to put the sale of the Anti-Tuberculosis Xmas Seals over and will need the co-operation of every member. However, we all know the Saskatoon spirit and no club in the Dominion can boast of a more active club when 75 percent of its membership turns out to every luncheon and on "Ladies' Day," generally early in the year, is nothing short of a knock-out from every angle.

OUR PRESIDENT'S MESSAGE

The Saskatoon Club, in this, our initial appearance in the "All Canadian Traveller," extends greetings to you, A.C.T. enthusiasts, which includes all members.

While this is our first appearance, the magazine committee, under the chairmanship of Bill Moir, advises they have only scratched the surface as yet, and, believe me, when a Saskatoon committee makes a statement, such as that, plenty of action is bound to follow.

Now, just a friendly tip to the Winnipeg Club, we're sure tackling that membership drive with a vengeance, and our Manitoba brothers will most assuredly have to produce in a big way to win the fur-lined inkwell when the final gong rings July 1st.

Already there are perceptible signs that "Old Man Depression" is weakening here, a more optimistic outlook is everywhere manifesting itself, in my opinion, 1935 will prove a banner year for all of us.

In conclusion, congratulations you Winnipeg boys, who have so ably put "The All-Canadian Traveler" over, and, on behalf of myself and the Saskatoon boys, best wishes for continued success to your Club and every "A.C.T." Club in Canada.

Yours for "A.C.T.",
C. W. CHORLEY,
President.

"A. C. T."

By Max Welch, Secretary-Treasurer,
Saskatoon Club

"A.C.T." is what you make it. If you think of it as a means of social enjoyment, you will find enjoyment. But "A.C.T." IS MORE. It presents the medium of organized effort, through which we can work in the general interest of travelling salesmen.

We are vitally interested in road conditions. Supporting organizations interested in keeping highways open during the winter. Joining our efforts to the various Trade Boards in petitioning the Government for gravelled roads where they are absolutely necessary. Other things in which we should be and are interested in are hotel conditions and the certificate plan, visiting the sick, aiding unemployed members in securing employment, taking an active part in the sale of Christmas Seals for the prevention of tuberculosis, not forgetting the King George Diamond Jubilee Cancer Fund. These are only a few of the activities in which we can, with a little effort, help in the betterment of conditions for ourselves and others.

That is what "A.C.T." stands for. Be "A.C.T."IVE.

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"DON'T HANG ON TO YOUR COPY"

Your scribe, "Fitz Fitzmaurice," thanks you fellows for the co-operation I know I can count on. Remember that News is only News today—tomorrow it's history. Send in your copy as early as possible, together with any interesting photographs. This will offset that last-minute rush to get copy in before the dead line, and so enable us to keep things running smoothly.

Harold Parr
MEN'S WEAR
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Take the Dent out of Accident

Saskatoon, Sask.

SUGGESTIONS WANTED

Saskatoon A.C.T. members, please note. Your committee is endeavoring to make this section of the All Canadian Traveller as interesting as possible. Should any member at any time feel that he can help improve our Saskatoon section by offering constructive criticism, we want him to feel that these suggestions are welcome. Read your Saskatoon A.C.T. section over and don't be afraid to tell us what you think about it. Forward any comment to your scribe, M. D. Fitzmaurice, c/o The Saskatoon Star-Phoenix.

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Rooms With Private Bath European Plan
All Rooms Hot and Cold Water \$1.50 and up

Free Auto Parking Space

WONDER OF WONDERS

We wonder who the champion Bath-Tub Sleeper is. Also the best Carioca Dancer in the Hub City Club.

* * *

We wonder if Saskatoon Wesleys are going to call on a certain set of false teeth to play with next winter. This set has a habit of getting into places.

* * *

Sympathies are extended to a friend of the club on the night of the last dance at the Legion Hall. Hope he had a good rest. (11.30 p.m. to 2 a.m.). Moral: Don't lock "all" doors, as some halls have not got a caretaker to rouse all sleeping flour travellers.

* * *

Saskatoon Club offers congratulations to Winnipeg "Monarchs" on winning the Memorial Trophy. Watch out for "Wesleys" next year.

* * *

Overheard a couple of young ladies talking about the different forms in bowling a few weeks ago. Our worthy president and two past presidents were giving their best that day. "Bend down, Sister."

* * *

"Daddy, what is an executive meeting?"
"Max, a body of big saps who keep minutes and waste hours."

* * *

Jock: "How did you strain your back and leg?"

Carl: "Threw a cigarette in an empty man-hole and stepped on it."

* * *

There ought to be a rule against any bowler changing shoes in the middle of a bowling game, especially to house slippers. How about it, Lee? Evidently the night before at the Legion had something to do with it.

To C. G. Cruikshank:

Hats off to you. You and your Magazine Committee are to be congratulated on the splendid job you have made of the "All Canadian Traveler." You will have my "four bits" by now, so I am sure I will be on your mailing list.

Wishing Winnipeg Club the best of luck in their second year and hope your progress will be better in the year of 1935. Remember me to all the members. I remain,

Yours,

EDDIE WILLIAMS,
Saskatoon.

Panhandler. "Say, buddy, could you spare a buck for coffee?"

Gent.: "A dollar for coffee? Pre posterous!"

Panhandler: "Just tell me yes or no, but don't try to tell me how to run my business." — Puppet.

SASKATOON THEME SONG

By Eddie Williams

Sung to the Tune of "Beulah Land,
Oh, Beulah Land"

To tell us the showers have all past round.
I've reached the land of hail and sleet,
Where nothing grows but frozen wheat
We've got no oats to feed the colts
Starvation looks us in the face.
Oh Prairie Land, Sweet Prairie Land,
I'm standing on the burning sand,
I look away across the plain
And wonder why in H—— it never rains
And Gabriel will blow the trumpet sound
To tell us the showers have all passed round.

SASKATOON QUERIES

1. Where was our worthy president during the March dance? Are hockey games more important?
2. Is it true that Rube and Oliver have reformed? Or is it that they just can't take it any more?
3. Does "Hec" always lock his door when entertaining his country customers?
4. When is "Wilf" going to get us that "Big Shot" member?
5. What did the "Three Scotch Musketeers" do to Vancouver from the eight floor window at 11 p.m. New Year's Eve?
6. How did our energetic secretary earn the moniker, "Battling Max Welch," while in Prince Albert recently? Even the newspapers headline it.
7. Is our past president still having trouble controlling his teeth, or has he found a remedy?
8. What does our genial C.P.R. boy find so attractive in a well-known town on the C.N.R. Goose Lake Line?
9. Are baby buggies equipped with Gutta Percha tires or steel rims, and have they oak bottoms?
10. Is it true that several of the Saskatoon bachelors are soon to join the ranks of the bennedicts? How about it, Lee? Johnnie? Oliver? and "Daffy"?

ENTERTAINMENT COMMITTEE

By Tommy Miller, Chairman

The dance in the Legion Hall on Friday evening, April 12th, the fourth and last dance of the winter season, was up to the standard of "ACT" dances. Everybody reports having the usual good time. A wire was received by the committee early in the evening from President Cy, who was in Winnipeg on business, expressing his regrets. Two of our directors—Bill and Johnnie, spent most of the evening introducing new steps. Past President Mark was kept busy making announcements. The "Blue Goose" and "King Fish" were noticeable by their absence.

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A.C.T. INTEREST IN OUTSIDE FUNCTIONS

By Wilf Underhill, Chairman

One of the main activities of this committee is in co-operating with other clubs and organizations in helping to put over the "Traveler's Day Parade" of the Saskatoon Exhibition, which, by the way, is the biggest day of the entire Fair Week. Also to co-operate with the Saskatoon division of the Saskatchewan Motor Club and other clubs for worthwhile endeavors.

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Second Lady: "No, I rolled them down."

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THE SICK AND VISITING COMMITTEE

By Del. Gould, Chairman

The Sick and Visiting committee, under the chairmanship of Del. Gould, report as follows:

Jimmy Cross is back to work after his appendicitis operation.

Reg. Gyles is back to work after a severe illness.

Carl Wilson was seen out in his car before the blizzard, and we trust that he is now on the road to recovery, after his accident in Rose-town.

Walter Logan is recuperating, after seven weeks in bed. We trust that he will soon be with us at luncheon and get some flesh back. We guarantee no custard for dessert.

We are pleased to report that Mark Anderson has now fully recovered from his recent back injuries and is now out of the cast.

To assist our committee to properly function, we appeal to all members to notify us promptly of any sickness or accident to any of our members or their families.

FINANCE COMMITTEE

By Clarke Walsh, Chairman

Our finances are in splendid shape. Thanks to the Entertainment Committee. Let's take a lot of work and worry off the shoulders of our genial and overworked secretary, by seeing that our dues are paid in advance.

HOTEL COMMITTEE

By Lee H. Fowler, Chairman

A meeting of the Hotel Committee was held recently to discuss, and, if favorable, recommend applications received from a number of hotels in the country for "A.C.T." Hotel Certificates. I might say that our certificates are issued each year and are only good for the year issued.

Hotels in Northern Saskatchewan that desire these certificates, should make application to the Hotel Committee, Associated Canadian Travellers, Saskatoon, and enclose One Dollar, which is the annual fee. Applications received are reviewed by this committee, and, if favorable, are forwarded on to the Dominion Council at Calgary, requesting that the certificate be issued. If the application is refused, the One Dollar is refunded.

These Associated Canadian Travellers Hotel Certificates are an asset to any hotel and are recognized for what they stand for by every Commercial Traveller on the road.

Patronize the Advertiser

Mention to the advertiser that his advertisement in this A.C.T. magazine brought him your business.

SPORTS COMMITTEE

By Cres. Arnold, Chairman

Our club's very successful 1934-35 bowling season will be history when this, the writer's first attempt at journalism, reaches you.

The regular league schedule was completed March 30th and the playoff for team league championship is to be April 13th. "The Topnotchers," captained by Mrs. Hec. MacLachlan, and supported by Tommy Miller, Cres. Arnold, Miss Morrison and Jock Tennent, winners of the first half, are out to beat, if possible, "The Hellbenders," captained by Mrs. Jimmie MacGowan, and her four stalwarts, Bunny Boxer, Bob Voorsmit, Allan Mills and Jim Carphin, second-half winners.

The five members of the winning team will be presented with silver cups and the runners-up will each receive a box of delicious chocolates, kindly donated by Paulin Chambers.

The high-average-score lady and high-average-score gentleman for the season, who have played fifty percent or over of the scheduled games, are Mrs. M. Tait and Walker Gosnell, averages 184 and 211. Each will be presented with a silver cup for this honor.

A banquet will be held 7 p.m., April 26th, in the King George Hotel Palm Room, as a final wind-up for the year. The prizes will be awarded at this time, and a real "bang-up" entertainment has been arranged, including dancing and cards after the dinner.

Here is a tip for you, members of other clubs—if you want real attendance in your bowling next year, have the ladies captain the teams. They can sure get the men out, especially their husbands. We hold each captain responsible to have their team out each Saturday. This plan has been very successful and has been one of the mainstays of our past season when it really was a very rare occasion when we did not have a 100 percent attendance.

PUBLICITY COMMITTEE

By Bill Moir, Chairman

Included in the work of our committee is the "Hub City Chatter," Saskatoon Club section of the "All Canadian Traveler" magazine.

We are "going to bat" for the first time in this, the April issue, and by the third or fourth "inning" we should be going strong and making a few "home-runs." Being somewhat rushed for time in preparing this first section, our committee will endeavor, through the whole-hearted co-operation and support of each member of our club, to show improvement in our "Hub City Chatter" for the May issue. Let's go, gang! Everyone send in all his news items, jokes, gags, etc., to M. D. Fitzmaurice, c/o Saskatoon Star-Phoenix. Send all advertising contracts, copy, also cash or cheques, as well as subscriptions, to J. F. McQueen, 405 C.P.R. Building, Saskatoon.

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Prince Albert
North Battleford
Saskatoon

It is rumored that Johnny Lobb is to enter in the Wrigley Marathon Swim this summer. Johnny held a workout at North Battleford recently and found he was able to stay in the water for four hours. Of course the test was only held in the bath tub, but Johnny proved he "can take it."

EAT AT THE

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213 2nd Avenue, Saskatoon

It's a canny young miss these days who can refuse a kiss and still not be deprived of it.

The convict is the only man not to be perturbed by an interruption in the middle of a sentence.

FOR PHOTOS THAT PLEASE

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SASKATOON

FOR PHOTOS THAT PLEASE

LUNCHEON AND PROGRAMME COMMITTEE

By Allan Mills, Chairman

The April luncheon was held in the "Palm Room." The average attendance was maintained, being about 65 present. Nine new members and several visitors were introduced.

Digestion was helped by the soothing strains of Art McEwing and his "Haybalers." This was followed by solos by "A.C.T." Fitzmaurice, Fred Thompson and his banjo, with "Cy" Cairns at the piano and Clarence Butler and his harmonica. Our luncheon impromptu quartette was Ben Höschens, O. J. Rowe, Web Godkin and Vic Abercrombie, who were loudly applauded.

The musical programme was followed with an address by Angus McPherson, of the Saskatchewan Motor Club, which proved very interesting, after which, the usual business was transacted, the main item of which was the sale of Christmas Seals in aid of the "Anti-Tuberculosis League."

In an endeavor to beat last year's record, it was decided to make an earlier start. Oliver Holmes was re-appointed chairman of that committee. We were pleased to hear from Mark Anderson that the four Western Provinces will, this year, take part in this worthwhile activity.

The attendance prizes were three kegs of "Raymore Pickles" (by permission of Advertising Department) donated by Henry Buhler and were won by Mark Anderson, Jerry Smith and "Cy" Chorley.

The committee extends a welcome to all A.C.T. visitors to attend our luncheons, when in town. The luncheon closed by singing "God Save Our King."

We are still worried about the mysterious disappearance of George Ellison, who left, it seems, months ago, to get a speaker for our luncheon. Neither George nor the speaker have been heard of since, consequently, the committee don't think much of the old saying, "Let George do it."

MEMBERSHIP COMMITTEE

By Bill Johnson, Chairman

Here we are sitting back here, minding our own business, looking after delinquent members, seeing the boys are all paid up in order to enjoy the full benefits of our insurance policy, as well as the good fellowship which prevails in our club, and not forgetting to bring in the odd new member, as we all realize that, in order to hold our place as the biggest A.C.T. Club in the organization, we must bring in new members and not pass up any prospects.

But "the fat is in the fire" properly now. We notice in the March issue of the "All Canadian Traveller" that a war has been declared between the Winnipeg and Saskatoon Clubs and we are coming right out in the open and do not intend to take a back seat to anyone.

Our president, "Cy" Chorley, has made a personal appeal to all members, which has all the appearance of an election issue by the amount of fight and enthusiasm that is being shown. The executive has been split up to captain teams of five other members, the winning team to be presented with the membership trophy; the losing team to supply the necessary to fill same. So, come on out, gang, and give our president and executive all the support we have and then an extra shove, to put it over big. Membership forms can be obtained from our secretary after you have used the one mailed to you by the president.

Let's all get out, and, when the heads are counted on July 1st, everybody join in and sing the Saskatoon Song. Our slogan, "Saskatoon Leads Again."

SASKATOON STANDARDS, 1934-35

Line-up: Goal, O. Richardson; defence, H. Wilson, F. Dewar, "Red" Roden; forwards, B. Scharf, R. Watkins, R. Nicholson, L. Bird, C. Rudd, "Dunc" Farmer, "Ab" Welsh, "Porky" Hulme; manager, Bill Hassett; coach, Harry Cameron; trainer, Joe Lumsden.

This team is made up mostly of ex-Saskatoon Quakers and Saskatoon Wesley Juniors, who graduated to Senior ranks this past season.

Knocked out by North Battleford Beavers in semi-final playoffs, this team will be heard from next season with a vengeance. From all reports, the Standards will be stronger than ever, so look out, the rest of the Northern teams.

The "old guard" of Wilson and Watkins have threatened to drop hockey for good, but here's betting we will see them in uniform again next December.

Whether the ex-juniors Farmer, Welsh and Hulme are still with us is a question. Other senior teams are hanging out a piece of sugar to these three players and they are liable to grab it. The rest of the team will still be around, although the defence positions are doubtful for the 35-36 season.

The local "A.C.T." are pulling for another team like the old gang of the Saskatoon Quakers and then watch their smoke, you Beavers and Mintos.

WHAT ABOUT POSTAGE?

Our hard-working Dominion secretary, J. T. Berrington, of Calgary, must have passed on some of his "Scotch" tendency to those responsible for the mailing of the "ACT" and general correspondence. We used to ride Jack a lot for short postage, but he has nothing on the boys in Winnipeg. Possibly they are trying to help out the Postal Department, but "Blue Goose" Bill Moir sure is squawking. Stamps are always cheaper at point of mailing.

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"So you took in a burlesque performance, eh?"

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PAGE OUR CHAPLAIN

It has come to our notice that one of our Far West clubs has elected a chaplain, who, we understand, was quite recently travelling in the mountains. He happened to reach one of the lumber camps at noon hour, and, feeling the necessity of supplying the inner man, joined the gang at dinner. Out of courtesy, the boys had him seated at the head of the table, whereupon, he remarked: "Since you have placed me at the head of the table, I presume you expect me to say grace." One old lumberjack replied: "You can say what the H—— you want, there isn't a woman within 40 miles."

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PRINCE ALBERT MINTOS

Came back into senior ranks three years ago and put the punch in the Northern Saskatchewan Senior League. Always an attraction wherever they played, this team and its executive deserve plenty and plenty of credit, although they still have a provincial championship to win.

They have had some tough breaks through injuries and losing of players to pro. ranks, but will be in there again next year.

Bil Quinn, Jimmy Wood, Jack Sanderson, Geo. Kiewel, Jimmy Brown and a few others certainly deserve mention in moulding this team together and giving support and time to the Prince Albert Mintos.

Boy Oh Boy! What hockey we are going to see here next year. Good luck to you, Mintos, from the Saskatoon "A.C.T."

CHRISTMAS SEAL CAMPAIGN

By Oliver Holmes, Chairman

The Seal Committee will be holding their first meeting of this year this month and further particulars will be available next issue.

A recently enacted law in Saskatchewan makes it impossible for any man to be married in that Province until he has produced a certificate to the effect that he is physically and mentally sound, and is therefore fit to take a wife. "If he develops imperfections after marriage," sourly suggests the Toronto Globe, "he will then be free to lay it at the door of his wife's cooking or her disposition."

CHRISTMAS SEALS

By Mark Anderson

It may seem inappropriate to mention anything pertaining to Christmas at this season of the year when we "Ambassadors of Commerce" are looking forward to, hoping for, and preparing for a lengthy period of fine weather and activity of our association in connection with the Seal Sale Campaign, is one that must be discussed at this time in order to allow for sufficient preparation prior to the inauguration of the campaign, following our usual summer recess.

The Saskatchewan clubs have one year's experience behind them in this work, and, benefiting by that same experience, realize the necessity for earlier organization and feel that any benefit which may be derived from their experience should be passed on to clubs in other provinces, which may be sponsoring this most worthy cause, as it is the enterprise chosen to receive the support of our association throughout the Dominion.

So far as Saskatchewan is concerned, the work is made much lighter, due to the fact that, in this province, the Christmas Seal Campaign is carried on under the direction of one central body, namely, the "Saskatchewan Anti-Tuberculosis League" Christmas Seal Fund, with headquarters at Fort San and with Mr. R. D. Roberts as secretary. Whereas, in the past, in the other provinces, the campaign has been sponsored by several service clubs and other similar organizations. This year, however, it is reported that Manitoba will work along the lines now in effect in Saskatchewan and carry on the campaign through one central body, with headquarters at Ninette Sanitorium. British Columbia also is having a re-organization, with

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a view to centralizing the activity in that province and bringing the operation of the Seal Sales under one governing body. No report has, as yet, been received, relative to the organization in Alberta, where at present, the sponsoring of such work is made more difficult, due to the fact that several service organizations are already supporting such activity.

As much information as possible relative to the situation, and possibilities of organization in the various provinces is at present being gathered by Mark Anderson, of the Saskatoon Club, who was appointed to this duty by our Dominion council. A full report, together with all correspondence, will shortly be submitted by him to the Dominion Council Executive, who will in turn notify the clubs in the provinces concerned, just what steps should be taken with a view to organizing for this work.

Saskatoon has already started the ball rolling in this respect, having appointed O. S. Holmes as chairman of a special committee. Oliver Holmes convened this committee in Saskatoon last year with a great amount of success—Saskatoon club heading the list with the largest amount of cash turned over to the league, although Prince Albert club had the honor of winning the handsome trophy—a silver cup—donated by W. W. Eiler, of Regina, having turned in the largest amount in proportion to actual club membership. The total amount turned over by Saskatchewan club last year was approximately \$2,000, 75 percent of which was absolutely new receipts, coming from people never before having contributed. Added to this is the fact that approximately 500 salesmen were educated and made conversant with the operation of the Anti-Tuberculosis League and its wonderful programme of prevention and these men in turn passed the knowledge along to those from whom they solicited contributions.

No doubt, the Saskatchewan clubs will see the necessity of earlier organization and take steps immediately to put their house in order for a real "bang-up" campaign, with "Bigger and Better Than Ever" as their slogan, and it is hoped that some similar organization may be made in the other provinces where clubs are located and where the work is available. It is undoubtedly the finest class of work our association, as a whole, could undertake—it is a most humanitarian and worthwhile cause, and our association, having pledged us to the work, it is up to every member of every club to do their utmost to put the campaign over in a big way for the eyes of the public throughout the Dominion are on us and we MUST succeed.

WINNIPEG MONARCHS

Saskatoon A.C.T. Club congratulates the Winnipeg Monarchs on their outstanding hockey achievements. We certainly wanted one of our Saskatchewan teams to bring home the "bacon," but we are consoled through your winning the Dominion championship and bringing the old Cup West—"To the land of the wide, open spaces."

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Little Johnny was very good with a crayon, needless to say to the despair of his teacher, and needed considerable watching. One day in passing his desk the teacher noticed a drawing on the edge of Johnny's scribbler. The drawing was a perfect imitation of a fly, and so realistic the teacher made a pass at it with her ruler, which caused Johnny to snicker.

"Johnny," said the teacher, "that drawing looked so real, it certainly fooled me."

"Don't take it too much to heart," said Johnny. "You see that fly on the ceiling? Well, I fooled him four times, too."

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INVEST IN THE BEST—IT COSTS NO MORE!
Special Attention to Travelers While They Wait

By Eddie Williams

The twelfth meeting of the Dominion Council A.C.T. was held in Vancouver, attended by delegates from all West of Winnipeg. As members of the Saskatoon A.C.T. Club, we arrived in Vancouver on Friday, Dec. 28, and were greeted by many old friends, former residents of Saskatoon, and, of course, met many new ones. It was near enough to New Year, when one thinks of such sayings as "Peace on Earth—Goodwill to men" that the feeling of good fellowship was perhaps even a little more noticeable. We received a wire which was read to the meeting from President Bill Cain, of the Dominion Council, and President T. Park, of the Winnipeg Club, expressing their regrets at not being able to attend.

The meeting opened at 1.15 p.m. with a full attendance of delegates. The first item of business was the reading of the secretary's auditor's and treasurer's reports, followed by the offer being made by the Canadian Indemnity Co., who were interested in an insurance contract. As this company's contract was the best, the executive was instructed to accept their contract.

Following the meeting, we were invited to a banquet as guests of the Vancouver A.C.T., which was held in the Grosvenor Hotel. This, by the way, was a most successful affair. Ask any member who attended, for the full details. Everyone enjoyed themselves as only A.C.T. fellows can under the circumstances.

Mark Anderson's report on the sale of Christmas Seals for the Tuberculosis League was most interesting. Mark certainly has done some wonderful work on this drive, and I, for one, sincerely hope that this great work will not just stop in Saskatchewan.

Some of the old faces seen at this meeting were Adam, Rollo, Ray French and Frank Sloan. It was sure great to see these fellows again. Just while I am mentioning some names, I must not forget that of "Jim Alone." Those of us who were invited to his home will never forget the time he gave us. Jack Berrington says he won't anyhow.

At a luncheon held soon after the return of the delegates from Vancouver, a report in detail was given to the club, covering some of the major items of business. These included such items as Hotel Certificates, Bonding of Secretary-Treasurer, amending Bylaw No. 38, which enables Dominion Council to hold the annual meeting in July instead of December. As a result of the discussion, it was decided that the next annual meeting would be held in Winnipeg in 1936. A new contract was also arranged with Secretary Jack Berrington, of Calgary. This was for a term of three years. I would like to give you more information on this Vancouver trip, but space will not permit. I can only repeat that a great deal of heavy and valuable A.C.T. work was handled at this convention. It was by no means all a pleasure trip. The Vancouver A.C.T. did, however, arrange some very fine times for us, such as the banquet and a tour of the City of Vancouver.

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Insurance Agents,
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New York, Jan. 7, 1935

Dear Sirs:—

The soullessness of corporations is something to stun you. I am myself a victim, and instead of being a man of health and an honor to the community, I am now a relic of humanity just from the hands of a surgeon who made an honest effort to restore me to the form in which I grew to man's estate.

Let me review my case. I carry an accident policy in your company, by the terms of which you agreed to pay me \$25.00 a week during such time as I was prevented from working because of an accident.

A week ago I went around on Sunday morning to a new house that is being built for me. I climbed the stairs, or rather the ladder that is where the stairs will be when the house is finished, and on the top floor I found a pile of bricks which were not needed there. Feeling industrious, I decided to remove the bricks. In the elevator shaft was a rope and pulley and on one end of the rope was a barrel. I pulled the barrel up to the top and after walking down the ladder, fastened the rope firmly at the bottom of the shaft. Then I climbed the ladder again and filled the barrel with bricks. Down the ladder I climbed again, five stories, mind you, and untied the rope to let the barrel down. The barrel was heavier than I was and before I had time to study the proposition I was going up the shaft, with my speed increasing every minute. I thought of letting go of the rope, but before I had decided to do so, I was so high up that it seemed more dangerous to let go than to hold on, so I held on.

Half way up the elevator shaft I met the barrel of bricks coming down. The encounter was brief but spirited. I got the worst of it, but continued on my way towards the roof. That is, most of me went on, but my epidermis clung to the barrel and returned to earth. Then I struck the roof at the same time as the barrel struck the cellar. The shock knocked the breath out of me and the bottom out of the barrel. Then I was heavier than the empty barrel, and I started down the shaft while the barrel started up. We met in the middle of the journey and again the barrel uppercut me, pounded my solar plexus, barked my shins, bruised my body and skinned my face. When we became untangled, I resumed my journey down ward and the barrel went higher. I was soon at the bottom and stopped so suddenly that I lost my presence of mind and let go of the rope. This released the barrel, which was at the top of the shaft, and it fell five stories and landed squarely on top of me, and it landed hard, too.

Now here is where the heartlessness of your company comes in. I sustained five accidents within two minutes. Once on my journey up the

shaft when I met the barrel of bricks; the second when I struck the roof; the third when I met the empty barrel; the fourth when I struck the bottom; and the fifth when the barrel struck me. Your agent states that it was only one accident—not five—and instead of receiving payment at the rate of five times twenty-five dollars, I am only entitled to one accident at \$25.00.

I therefore enclose the policy and ask that you cancel same as I have made up my mind that henceforth I am not to be skinned by either a barrel or an insurance company.

(Signed) "W. E. L. SKINNED"

BRIDGE ETIQUETTE

1. Pick up your cards as dealt. You will be ready to bid ahead of the others.
2. If your hand is rotten, mention it. It will guide your partner in his bid and play.
3. If your partner bids first, don't hesitate to raise. He has to play it.
4. Never hurry. Try several cards on a trick until you are sure which one you prefer.
5. Occasionally ask what is trump. It will show you are interested in the game.
6. Don't show lack of interest when you are dummy. Help your partner out with suggestions.
7. Walk around the table when you are dummy and look at the other hands. Tell them what cards are good and how many tricks they can take if they play right.
8. Talk about other subjects during the game. It makes for good fellowship.
9. Feel free to criticize your partner. He will do much better as a result.
10. Always trump your partner's tricks. Never take a chance.
11. Don't try to remember the rules. It is too confusing.
12. If it is a money game, always stop when you are ahead. It will leave a lasting impression and folks will remember you.
13. Always explain your play, particularly when set. It shows your card knowledge.
14. Disagree with established rules and conventions. People will know you are a person of independent mind.
15. If holding poor cards, expose an honor and demand a new deal.
16. Eat chocolate caramels or other adhesive candy while playing. It keeps the cards from skidding.
17. Bid high; your partner may have a good hand.
18. If nobody bids, bid against your partner. You must keep up interest in the game at any cost.
19. Always ask whose deal it is and when answered, contradict it.

12.01—LET'S LOOK!

An optimist is a man who will hang up a brassiere and hope to find Mae West in it Christmas morning.

Allard Garage

WHERE "THE BOYS" GO FOR
FOR QUICK, COURTEOUS
SERVICE

GAS, OIL AND
GREASING

DAUPHIN, MAN.

A.C.T. MEMBERS

???

Have you put on your Car Transfer yet?

???

Is your Club Button still "on your other coat?"

???

Will you sign up two friends this week?

???

And do not forget some subscriptions and
"ads" for your Magazine."

???

PENNY SAVED IS PENNY MADE

Scene on train running into Fort William:
Colored Porter: "Will I brush you off, sir?"
Scottie Duncan: "Na, na, I'll just walk off."

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All Maks of Cars

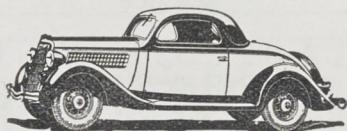


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An A.C.T. Recommended Repair Shop

George Allen

1370 Main St. Ph. 56 148

WINNIPEG

A DEFERRED SHOCK

"I say, dear, isn't it time baby said 'Daddy'?"
"No, Lew; I've decided not to tell him who you are until he gets stronger."

WEST END FLORISTS

F. A. WARD, PROPRIETOR

'Flowers for all Occasions'

1927 PORTAGE AVE.

WINNIPEG

Phone 61 556 We deliver

MOOSE JAW

Moose Jaw club is No. 2 Club of the A.C.T. They are one of the smaller clubs, but they are 100 per cent for A.C.T. They have a membership of 40 and their aim for 1935 is to increase it to 50.

They meet on the second Saturday of every month, for luncheon. It is held in the C.P.R. Dining Hall, at 1 p.m.

During 1934 they held several dances and one dinner and dance. Moose Jaw A.C.T. also sponsored some work for the Children's Shelter—gave them a picnic in the park and concluded it with a motor ride around the country. This was very successful and enjoyed by the club as much as by the children. They are making plans to make this picnic bigger and better for 1935.

A very successful St. Patrick's Day dance was held, and it is planned on making this an annual affair. During this dance a lot of tickets on a cake that was nodated were sold, and this money was donated to the Children's Shelter.

Moose Jaw congratulates the Winnipeg Club on their growth, and also on the magazine. Moose Jaw wishes you all the success that can be wished, for the best travelers' organization there is. Let's make it bigger and better in 1935. The friendly club in the friendly City of Moose Jaw warmly invites any visiting members to be with them. Just call the Empress Hotel and ask for H. R. Nickleson, secretary.

COW COURTESY

Motorists in general and Commercial Travelers in particular are reminded that cattle and horses have a perfect right to proceed at will on Manitoba highways, between sunset and sunset, seven days in the week. There is no "open season."

Perhaps some of you may think you have some rights on the highways you paid for (and still are paying for). This is perfectly true, you have; but not as much as the lowly cow. You must sound your horn, signal your turns, come to a full stop before entering a highway, carry lights front and rear and obey a lot of other safety regulations. The cow (or horse), however, is exempt from all this, and can wander at will, to the danger of all. Should one of the animals jump out quickly from behind another "parked" animal, and get killed or hurt, do not forget that you may face a damage suit. What a world! And what a law!

Motorists are requested to use every care possible when approaching undriven animals that "know not whither they goeth." If the cattle seem panicky, approach slowly, and if necessary get out and lead or push your car through the herd. If you should inadvertently injure an animal, it has been suggested that you proceed at once to the home of the nearest local member, as they seem to be the only ones that really fully understand "cowology."

OPPORTUNITIES

By C. G. C.

Do you know the buying habits of your customers? It is a matter of common knowledge that approximately 67 per cent of them will specify a certain brand when purchasing, and that approximately 33 per cent will not.

This 33 per cent will just ask for "Floor Wax," "Black Shoe Polish," a Can of Lye," etc.

When a salesman puts in his book the brand spoken of, to put it plainly, he is an "order taker." He gets the order but he has done no service for the consumer, the retailer, or his own firm.

If, however, he takes the trouble to tell the merchant that X X X brand contains more product, costs the merchant less, and saves the consumer a few cents, he graduates into the salesman class. He pleased the merchant, has been of service to the consumer, and laid a foundation for future orders for that product for his own firm.

MERCHANTS do not forget who introduced a good profit line to them and the buying public is very susceptible to a few cents saving per article.

Now what of the 33 per cent? You will say: "Oh, well, I will just ship him any brand, as he did not specify." That is not good enough. Again you are supposed to be a salesman. Tell him just why you propose to ship him some certain brand. Thus you will transfer him into the 67 per cent class, to the advantage of your own firm.

Remember a man who can make himself as nearly indispensable to his firm as possible is the one who will hold his job; control the best territory; and no doubt receive the first salary raise as soon as conditions warrant it. Do not think for a moment that your boss does not know that it does not take much of a salesman to take orders for certain highly advertised brands. A book-keeper, a plumber, or a school boy can write down what is ASKED for. Try selling some of the "profit lines" for your firm and you will soon hear about it.

HATS, SHOES AND PYJAMAS

Business sure must be picking up. The boys are feeling good. First Tom Park donates a "Long" hat as a membership prize. Then Ed. Whitworth, not to be outdone, offers a swell pair of sport shoes, for the same purpose. And now Dave Scarr comes along with an offer for the most members obtained during May of a nice silk dress or suit (any size). Dave even goes further and says if you have no use for a swell dress, you may have a pair of passionate pyjamas (gender not mentioned). We wonder who will wear the hat, the shoes and the pyjamas. Let's go!

... SEE THE ...

DODGE Sedan

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\$1098.00

DELIVERED IN WINNIPEG

• • •

Breen Motor Co. MAIN STREET SOUTH

EGGSACTLY!

Teacher: "Now, if I lay three eggs here and five eggs here, how many eggs will I have?"

Smart Boy: "I don't believe you can."

KING EDWARD HOTEL BANFF, ALTA.

Open All Year

COMMERCIAL HEADQUARTERS

Moderate Rates

Sample Rooms

L. C. ORR, Manager

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**CHEVROLET SALES
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REPAIRING ALL MAKES

GOODYEAR AND FIRESTONE
— TIRES —

Quick Service for Travelers

**Cor. Main and 2nd Street
DAUPHIN, MAN.**

MAC'S GARAGE

"The Shop with the Equipment"

Phone 4 Yorkton

PAINT AND BODY SHOP

SEE MAC FIRST

The Northern Cafe

WHERE "THE BOYS" EAT

FLIN FLON, — MAN.

MAC'S SERVICE STATION

NEXT ROXY THEATRE

YORKTON

Tourists' and Travellers' Headquarters

THE Golden Gate Cafe

"Where the Travelers Dine"

MEALS & LIGHT LUNCHES

Food of Quality

FLIN FLON, MAN.

DAUPHIN

Away up north at Dauphin they have the Dauphin Commercial Travelers Association, and is it a real live bunch of go-getters? There are only about two dozen of them, but do they do things and go places?

Every time they stage a dance, a carnival or what have you, the whole country-side, from Neepawa to Roblin, seem to be there. They know it will be a real event and that any money made will go to some deserving charity.

The club was formed three years ago, under C. O. Odell, president and J. Hunter (now of Saskatoon), as secretary. The second year the officers were the late J. Simmie, who passed away one week after the elections, and C. Bullock, as secretary-treasurer. In 1934, W. L. Breadner was president and P. S. Cohan as secretary-treasurer. This year (the fourth), G. Dowler is the president and the same secretary is again holding down the position.

The objects of the club are of a social nature, holding one meeting a month, the first Saturday in each month. The social events are a private dance the last Saturday in each month. These dances are by invitation only; each traveller could bring along an extra couple and in addition there are generally several Winnipeg and Yorkton boys attending, who are here for the weekend. These affairs are not a money-making proposition, always breaking even, as a lunch is served at midnight, and there are also novelties. The last private dance of the season was held March 29th. Dancing will be discontinued until the fall, but they hope to put on some open affair later in the season, for the public.

Their 1934 records show that over Eighteen hundred dollars passed through the hands of the club, and \$500.00 went to charity.

So far this year, the only public event held was the annual carnival and they can proudly say that the evening performance drew 2,800 people, not bad for a town of 4,000 people and the affair was the club's best event, the profit being over \$650.00. So far the money has not been distributed, but at their monthly meeting on April 6th, they hope to distribute some to the best advantage possible.

We sure wish this little group of travelers the best of luck. May they grow in numbers and in usefulness to the community as the years roll by.

COMMERCIAL TRAVELERS ON THE HIGHWAYS

Jack Auld, of the G. McLean Co., motored to Dryden and Kenora from Sioux Lookout, April 2nd. Once more the honor of pioneering the new roads goes to the Commercial Traveler. This was the first car to travel over the Trans Canada Highway from Dryden to Kenora.

Well done, Jack, we'll soon be following you.

**THIS MAGAZINE
COSTS MONEY TO PRODUCE
\$1.00 PAYS FOR TWO YEARS
SELL YOURSELF and Your Friend
TO-DAY**

THE PAS

What a lively bunch of travelers they seem to have away up amongst the muskegs. There are not many of them, but they do things and go places.

They have as President J. Devlin and as secretary-treasurer, G. C. Poench.

In December a banquet and dance was held in the Paris Cafe dining hall. Mayor C. R. Neely and "Barney" Sitt, the local member, were both present, as were all the prominent business men.

Quite a few A.C.T. members from outside points were also noticed.

This was the first travelers banquet ever to be held North of 53.

On December 8th a dance was held in Crystal Gardens. Everyone seemed to be there and the musicians excelled themselves. What a pretty scene it was! Lovely ladies with beautiful gowns. Colored lights decorated the hall. Surely the dance committee deserved great praise. The committee was composed of J. Devlin, G. C. Poench, Bruce Clus, F. Ford, J. Graham, W. Kerr, S. Strosky, F. Breman and R. Halsted. There were attendance draws for valuable prizes largely donated by local merchants. After all bills were paid, the surplus cash was turned over to the Social Welfare, for distribution amongst the needy.

It is planned to hold in the near future a monster banquet, at the Cambrian Hotel. Due notice will be given the other clubs and it is hoped that delegates will be able to attend from all other clubs not too far distant. Outside speakers will be brought in for the occasion.

CONDENSED ADVERTISING

FINANCIAL Help Wanted to assist in putting on the market a New Type Cow-Catcher for use on motor cars. There is a great need for this article in Manitoba. All rights are fully protected. Should be a real money maker under existing highway traffic laws. Confidential.—Apply Mr. Foster, Box 23, this publication.

TENDERS WANTED for the making of 55 Silver Medals commemorating the gallant fight made in 1935 for the Rights of Animals on Our Highways. Design on one side: the Manitoba Parliament Buildings, showing cattle and horses peacefully grazing along the pathways. On the reverse side: a typical highway scene with cattle grazing in the foreground and horses laying on the roadway.—For full particulars and sketches, apply at office of the Society for the Protection of Animal Life on the Highways, Parliament Buildings.

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BRANDON MAN.

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COURTESY — SERVICE
Opposite the Prince Edward Hotel

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He: "I dreamed about you last night."
She: "How did you make out?"

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"Where Guest Is King"

Clean — Courteous — Comfortable
MINNEDOSA — MANITOBA

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NEEPAWA, MAN.

Commercial Headquarters. I. Vivian, Prop.
Reasonable Rates — Dining Service at Moderate
Rates — Free Bus Meets All Trains

HOME HOTEL

BOISSEVAIN, MAN.

FULLY MODERN — SAMPLE ROOM
HEADQUARTERS FOR COMMERCIAL MEN
JAS. BLANCHARD, Proprietor

A.C.T. MEMBERS

25% DISCOUNT ALLOWED on all
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... REPAIRS ...

All Work Guaranteed

Young & Liggett

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(In Osborne Theatre Building)
WINNIPEG

HOTEL DAUPHIN

HOT AND COLD RUNNING WATER
NEW SAMPLE ROOMS
W. Henley, Proprietor
DAUPHIN, MAN.

MANITOBA HOTEL

"Where the Boys Meet"
MORDEN
W. Gildert, Proprietor
A.C.T. Approved

HERE AND THERE

Jim Boyle (Lever Brothers) writes in from Edmonton and wants to be remembered to "the gang," including Jim Bailey, Jack Mackay and others. We hope "Jim" has prospered in a financial way the same as he has in a family way since leaving the Winnipeg district.

* * *

Ted Stemshorn, of the North Star Oil, has been granted an extended leave of absence to enable him to fully recover from his late illness.

Bert McGregor, of the Sherbrook Motors, the other day asked us why it was "that all salesmen wanted fleet prices?" Our answer was that "all good salesmen were naturally also good buyers." Come again, Bert!

* * *

Mike Travis, of the Main Auto Painting Co., is now nicely settled in his new premises at Broadway and Sherbrook. One of his specialties is the ironing out of hills and valleys on mudguards.

* * *

The Winnipeg Club directors accepted with great regret the resignation of their very able Treasurer, "Tom" Spence. They just could not persuade him to stick it out. "Tom" found the work growing too heavy.

* * *

J. T. Gordon is getting out plans for an addition to the Central Hotel, at Dryden, Ont. Mrs. Gordon, the hostess, expects that with the opening of the highway there will be tourist trade to cater to in addition to the her commercial guests.

* * *

A motorist, according to law, may now give a lift to a friend without incurring any liability, unless, of course, criminal negligence could be proved. This should really be great news for Bill Edwards, Charlie Grant, Herb Monk, and a few more of our kind-hearted salesmen.

* * *

We are glad to be able to report that Mrs. D. C. Douglas, of Cordova Street, is now well on the way to recovery from her recent operation.

* * *

Jack Massey is now out of the hospital and rapidly recovering from his recent operation.

NEW FACES

At every meeting, of course, some new faces bob up. Recently two of these new comers seemed to just jump right into the limelight.

"Bob" Lunney became our new Treasurer; and was he busy! It seemed as if everyone desired to pay their dues at once.

About the same time "Dave" Steele became our pianist, cheer leader and what have you:

It was something new for the boys to be suddenly called on to lead the chorus or to sing a solo, but no one reneged. If you missed the last luncheon you missed a treat . . . Bob Neill's solo . . . believe it or not.

CALGARY CALLS

Calgary meets in Braemar Lodge on the first Saturday of each month, and accord all members a real welcome. Their luncheon on Saturday last was well attended, and they were entertained by Mr. T. Exley, a magician, who had all the boys holding their pockets, after his tricks of cards and money changing. The song selections by sons of members were greatly appreciated.

Calgary boasts of another leading idea—a women's auxiliary. More information will be given about this next month. Suffice to say they rendered real help in the coterie of our last dance. They will also be on the job at our big night, April 26th, when young and old will kick their heels, and what have you. Calgary's last dance was on the air for a short time. It certainly proved good advertising.

Visiting A.C.T. members are always more than welcome at Calgary Club Luncheons.

In the Claims Paid column we see that the first prize for odd accidents goes to Mark A. of Saskatoon. Those of us who were there, say it was in the throwing out of TWO visitors that the back was hurt. Nuff sed!

A Calgarian asks: Can Max. Welch, Saskatoon, drive any better with one hand than he used to?

Joe Taylor has now recovered from his recent illness and has been transferred to Edmonton. Another break for Edmonton A.C.T.! Best of luck for the future, Joe!

* * *

"Eddie" Dial has recently been appointed Publicity chairman. In other words, he takes all the blame if the newspapers cut down the A.C.T. article or do not put it in at all. A very necessary and useful official. Good luck, "Eddie."

* * *

Calgary Club seems to have taken on a new lease of life. New members appearing out of the blue at every meeting.

* * *

The last dance in Azhar Temple was a huge success, some 400 people being present and a good time was had by all.

* * *

Speaking of dances, it looks at the moment as if there would be a "bigger and better" one on April 26th.

* * *

Calgary Luncheons are held on the first Saturday of each month at Braemar Lodge. Visiting A.C.T. members are always very welcome.

TRAVELERS' LUCK

Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work. Luck means the appointments you have never failed to keep; the trains you have never failed to catch.

QUEEN'S HOTEL

"Where Hospitality Centers"

PARLOR

RUSSELL — — MANITOBA

Tremont Hotel

CLIFF REA, Proprietor

A modern hotel that assures the guest comfort, excellent meals, cleanliness and careful service. We know you will appreciate the difference.

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E. B. MONTGOMERY, Manager

SHOAL LAKE — MAN.

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ED. HALLER, Prop.

Light Lunches, Magazines, Cigarettes
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DAUPHIN, MANITOBA

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Home of Commercial Travellers and Tourists—Hot and Cold Running Water, Baths and Showers—Excellent Dining Room—Meals Second To None.

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Steam Heat — Electric Light
 First Class Dining Room
 Hot and Cold Baths

JOHN CAUZZAN, Prop.

WAPELLA, Sask.

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**A New Scientific Compound,
 Added to Gas, Gives
 20% to 50% More Mileage
 PER GALLON**

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It will Save You Money—
 Watch for it!

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The Travelers' Home

NELSON, B. C.

GEO. BENWELL,
 Proprietor

TO DO OR NOT TO DO

By "THE MUCKER"

It is the intention to run this column in each issue of the A.C.T. Magazine, if it proves of interest to the readers. "The Mucker" will be only too pleased to try to answer any questions which readers may send in, regarding Northern Manitoba mines, or methods of mining, etc.

We are sure many of you have interests in claims or companies that you haven't heard of for some time. Shoot your enquiries in to "The Mucker," c/o the A.C.T. and he will do his best to give you the dope.

* * *

Now for those of you who are wondering where to invest that profit from the weekly swindle shee. Let us advise.

* * *

The Hudson Bay Mining and Smelting Co.—While these shares look high to the layman at the present quote of around \$14.00, I'd say they are as safe as Government bonds, and one of these days H. B. M. & S. will decide to pay a dividend maybe—and boy! if you're on the band wagon, will you get a ride?

Here are a few facts about H. B. M. & S. Last year, made a nice profit after paying bond interest and putting aside a large amount for depreciation. They have ore reserves mapped out to last (running at full blast) until you and I have worn out several sample cases. In fact, we may have discarded sample cases and be using a cane. What labor trouble they had last year is all overcome and the future looks very bright for Manitoba's largest producing mine.

* * *

On the other hand, if you want action, let us suggest Flin Flon Gold. These shares are quoted around 24c today ,and we'll gamble the baby's milk that this won't be for long. We will venture to predict that this stock will be quoted at 50c by June, an d further more, we've got our nickels on it!

Here's the dope. Property located just four miles out of Flin Flon, therefore making it very economical to get supplies, etc., in. Close to the Island Falls power line, giving them cheap power at a small installation cost. The property has been proved by diamond drilling and we understand they have ample funds to go right through to production. A very able engineer is in charge of property and the business management is in capable hands; and we sure look for bigthings from this baby.

* * *

Editors Note:—The advice given in this column is free. We will not be responsible for any loss incurred by following this advice, but will gladly share any profits. "The Mucker" is an A.C.T. member quite close to the field.

Candy Salesman: "I'm forgetting women."
 Tire Salesman: "So am I. I'm for getting a couple as soon as possible."

All Salesmen : Appreciate Good Merchandise :

THAT IS WHY SO MANY TRAVELERS DRIVE FORD CARS



HERE IS WHAT YOU LOOK FOR IN A CAR

1—RIDING COMFORT	4—SAFETY	7—TRADE IN VALUE
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3—EASE OF CONTROL	6—ECONOMY	9—LOW MAINTENANCE

FORD possesses these qualities to a greater degree than any other car at anywhere near comparable prices.

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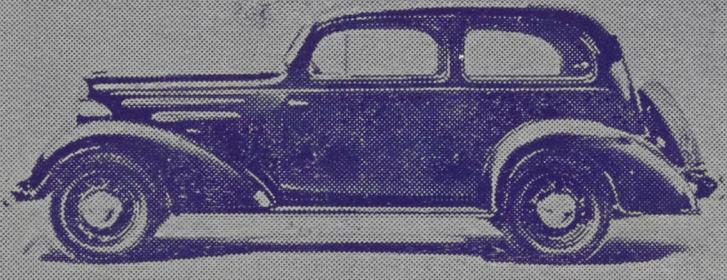
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CHEVROLET is being used extensively by the majority of commercial men. The "Standard" car is renowned for its low up-keep.

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VICTORIA
320 SMITH STREET
For Good Clean Sport

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CANADIAN PROTECTION
AT
CANADIAN RATES
PLUS
GOODFELLOWSHIP